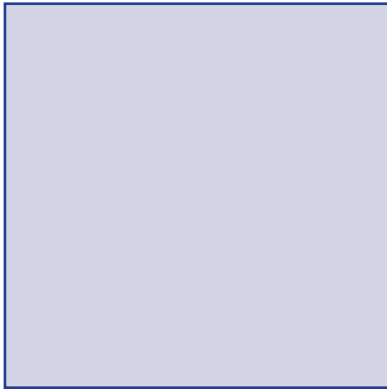


CUSTOMER AVATAR WORKSHEET



Draw or place a picture of your avatar

Name
Age
Gender
Location
Marital Status
Education
Employment
Income
Other

LIKES + INTERESTS

What do they like to enjoy, find fun, are passionate about, etc?



CHALLENGES + PAIN POINTS

What are their obstacles, roadblocks, struggles, frustrations, fears, etc?



GOALS + VALUES

What do they want, aspire to, need, desire, find important, etc?



TOUCH POINTS WITH CLIENT AVATAR

What do they read, watch, listen to, attend, who do they look up to, etc?

